



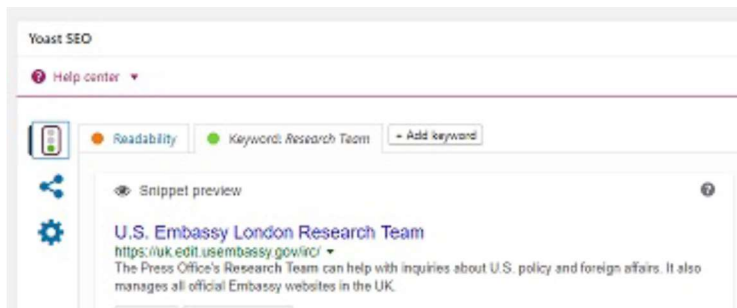
GPA

MWP 1.0

Yoast Settings for Pages & Posts

While social media platforms can pull content from the page itself when sharing links, users can manually change what image and text appears when sharing the link on social media.

This is accomplished through the Yoast/SEO tab at the bottom of the Edit interface.



To make changes to the Yoast for Social Media, edit the page/post and scroll down to the Yoast/SEO tab. Click the triangular symbol to bring up the Twitter/Facebook Yoast settings. Each social media type has its own tab.

In each tab a user can add a specific title, description, and image:





Once the desired fields are populated, save the page. It will take some time for the pages to propagate on the social media site. I would wait 15 minutes to see if the changes propagate correctly – If they do not after 15 min, please note the following:

- **Facebook** is especially bad about caching information; however, Facebook users have access to a ‘scraping tool’, which allows users to force Facebook to refresh the cache for the page/post. The tool can be accessed here: <https://developers.facebook.com/tools/debug/>.

Sharing Debugger

[Sharing Debugger](#) [Batch Invalidator](#) [Access Token](#)

Debug

Simply input the LIVE URL of the page/post in question and press debug – it may show the old preview. There will be a “scrape again” button that can be pressed to force the refresh. The refresh should make the title, description, and image change to what was input into the Yoast tab of the page/post.

- **Twitter** now has Card Validator (<https://cards-dev.twitter.com/validator>) that posts may use to add the LIVE URL of the post used for Yoast for within WordPress.